



YOUR GUIDE TO GROWTH™



LANDSCAPE MANAGEMENT

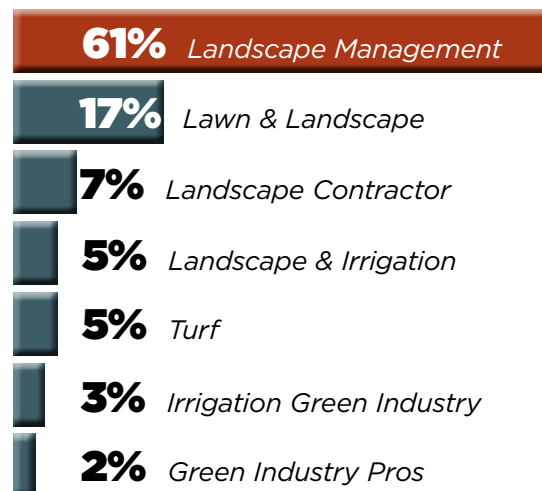
2018 MEDIA PLANNER



GUIDING GROWTH

It's no longer, "If you build it, they will come." Your customers have a myriad of options when it comes to media. That's why *Landscape Management (LM)* provides the most comprehensive mix of products designed to deliver successful results and stimulate growth for your business. Use the strength of the *LM* brand along with our innovative and integrated media solutions to help achieve your marketing objectives.

Professionals said *LM* helps them most in growing their businesses*



VISIBILITY. LEADS. SALES. ROI.

Build a program around your goals.

OUR SOLUTIONS	Brand Awareness	Thought Leadership	Lead Generation	Traffic Building	Content Marketing	Competitive Advantage
Print Display Ads	✓	✓		✓		✓
Print Showcase Ads	✓			✓		✓
Print Classified Ads				✓		✓
Custom Advertorials	✓	✓	✓	✓	✓	✓
Inserts/Ride-Alongs	✓	✓		✓		✓
Website Ads	✓			✓		✓
Mobile Website Ads	✓			✓		✓
Platinum Website Sponsorships	✓	✓		✓		✓
Retargeting Ads	✓			✓		✓
Email Newsletters	✓	✓	✓	✓	✓	✓
Digital Edition Ads	✓	✓	✓	✓		✓
Custom Email Newsletters	✓			✓	✓	✓
Custom Email Blasts	✓		✓	✓	✓	✓
Video Advertising	✓	✓		✓	✓	✓
Social Media Advertising	✓	✓	✓	✓	✓	✓
Native Advertising	✓	✓	✓	✓	✓	✓
Website Sponsored Content	✓	✓			✓	✓
White Papers	✓	✓	✓		✓	✓
Webinars	✓	✓	✓		✓	✓
Live Events	✓	✓	✓		✓	✓
Lead Nurturing Campaigns		✓	✓	✓		✓
Appended Data						✓
Lead Qualification			✓			✓
Custom Research/Surveys		✓			✓	✓

LM AUDIENCE

Fresh, current and **growing** professionals active in the market.

▼ **47,497***
LandscapeManagement.net
Unique Visitors (monthly average)



◀ **65,920****
Print/Digital Edition
Subscribers

▶ **113,737****
LM E-Newsletter Subscribers



◀ **41**
LM event attendees
(Average per event)

94 ▶
Webinar Subscribers
(Average per Webinar)



▶ **29,955**
LM Social Media Followers
(Publishers own data Dec. 31, 2017)



INDUSTRY'S LARGEST
UNDUPLICATED AUDIENCE

90,001**



*Source: Jan. - Dec. 2017 Google Analytics
**Source: Verified Audit Circulation Annual Audit Report April 1, 2016-March 31, 2017

TARGETED REACH

Relevant content. The right audience.

LM's fully integrated audience allows partners to deliver specific messaging to influential and engaged professionals in their target markets.



Turf + Ornamental Care

- LM reaches **52,862*** unique subscribers who **purchase** fertilizers, chemicals and other lawn care products and services and/or **perform** lawn care services.
- LM reaches **49,953*** unique subscribers who **purchase** chemicals and/or **perform** chemical services.



Mowing + Landscape Maintenance

- LM reaches **55,739*** unique subscribers who **purchase** mowers, hand-held equipment and other maintenance equipment and products and/or **perform** mowing and maintenance-related services.
- LM reaches **45,060*** unique subscribers who **purchase** mowers and/or **perform** mowing services.



Design/Build + Installation

- LM reaches **52,377*** unique subscribers who **purchase** landscape design/build and installation products and equipment and/or **perform** related services.



Irrigation + Water Management

- LM reaches **40,539*** unique subscribers who **perform** irrigation services and installations and/or **purchase** irrigation systems.

*Source: Publisher's own data January-December 2017

LM IN PRINT

Continued **growth** in print.

Our print offerings include all standard-sized display and advertorial ads in addition to ads in our unique *LM* Showcase section and the *LM* Classified section. We also have a number of premium positions available on a first-come, first-served basis. For advertisers who want to stand out and make a big impression, we have a myriad of options from bellybands to gatefold covers. Ask us about our unique, specially customized offerings including die-cut inserts, perf-off cards, lenticular ads and much more.

PRINT CIRCULATION
60,729*

DIGITAL CIRCULATION
5,300*

*Source: Verified Audit Circulation Annual Report April 1, 2016-March 31, 2017



Award-winning content, design and editorial staff



FOLIO:



“I just wanted to say that I love your magazine. It is wonderful. You provide top-notch information in a user-friendly format with easy-to-understand language. Great job!”

— SHARON KELLY, OWNER, KELLY KLEAN, MACCLENNY, FLA.

ONLINE MARKETING

LandscapeManagement.net

Monthly averages

Page views: **92,315***

Visits: **55,167***

Unique Visits: **47,497***

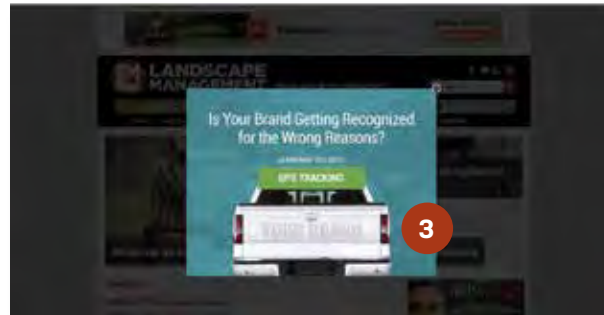
**Source: Google Analytics January - December 2017*

How readers use LandscapeManagement.net

Desktop **62.6%***

Mobile **32.3%***

Tablet **5.1%***



AD TYPES + SIZES

- 1** Wallpaper (minimum 1,280 pixels wide)
- 2** Super Leaderboard (970x90)
- 3** Roadblock (640x480)
- 4** Medium Rectangle (300x250)
- 5** Filmstrip Rectangle (300x600)

ONLINE MARKETING

LandscapeManagement.net Mobile

AD TYPES + SIZES

- » Medium Rectangle (300x250)
- » Banner (320x50)



Retargeting



Retargeting uses a simple code to anonymously follow your audience all over the web. With this you can advertise to LM's audience as they browse other sites on the Internet.

This expanded presence improves your ad impressions and click-through rates. Here's how it works:



- 1 Web surfer browses our page, e-news or online magazine.
- 2 Web surfer visits other popular websites.
- 3 Web surfer sees your ad.
- 4 Web surfer clicks your ad and is taken to your website.

LandscapeManagement.net Platinum Sponsorship

With *Landscape Management's* Platinum Website Sponsorship, your digital ads frame the home page 33% of the time, and the remaining 66% of the time one or more of your digital ads will appear. Perfect for product launches, special promotions and brand awareness, our Platinum Website Sponsorship delivers immediate, sustained, significant ROI.

SPONSORSHIP INCLUDES:

- » Clickable Wallpaper (minimum 1,280 pixels wide)
- » Roadblock (640x480)
- » Super Leaderboard (970x90)
- » Top Medium Rectangle (300x250)
- » Mobile Medium Rectangle (300x250)
- » *LMDirect* Leaderboard (728x90)
- » *LMDirect* Top Medium Rectangle (300x250)
- » *LM* Product Spotlight - Gold Spotlight



LM E-NEWSLETTERS

Grow your reach to targeted subscribers.



LMDirect!
44,269*

average recipients

We provide the latest landscape and lawn care industry news to more than 44,000 subscribers every Thursday in our LMDirect! email newsletter. The content is created by our editors and features unique, hand-picked stories for optimal reader engagement. Our email newsletters are optimized across web browsers and delivered to ensure excellent delivery, open rates and ROI.

METRICS

Scoreboard Category	2017 Avg. (Jan. - Dec.)*
Delivered	98.8%
Open Rate	14.6%
Click Rate	2.4%



LM Product Spotlight
29,178*

average recipients

Promote your product or service in our monthly LM Product Spotlight email newsletter. You provide a logo or photo and up to 150 words of copy, and we handle the rest. The email is sent on the third Monday of every month to more than 29,000 subscribers. Our email newsletters are optimized across web browsers and delivered in a **new responsive format** to ensure excellent delivery, open rates and ROI.

METRICS

Scoreboard Category	2017 Avg. (Jan. - Dec.)*
Delivered	98.5%
Open Rate	16.4%
Click Rate	1.7%

*Source: Google Analytics January - December 2017

CONTENT MARKETING

Custom Email Newsletter

Custom email newsletters with *Landscape Management* are the perfect combination of educational and promotional information. Provided by you or written by our content marketing staff, the custom content can include articles, blog posts, photos, videos, etc.



METRICS

Scoreboard Category	2017 Avg. (Jan. - Sept.)*
Delivered	99.2%
Open Rate	20.9%
Click Rate	2.3%



Custom Email Blast

Landscape Management's custom eblasts are perfect for special offers, programs and product launches. Numerous audience selects are available, including by quantity, title, size of business, type of business and/or geographic location.

METRICS

Scoreboard Category	2017 Avg. (Jan. - Dec.)*
Delivered	97.0%
Open Rate	20.7%
Click Rate	1.1%



Sponsored Video



Video advertising is growing. Many users find videos helpful when making purchase decisions online. To ensure the effectiveness of *LM's* video advertising we've developed a package of digital media support elements to complement and drive traffic to your video.



*Source: Google Analytics January - December 2017

CONTENT MARKETING

Sponsored Content Campaign

We've developed a package of digital media support elements to complement and drive traffic to your custom content.

- » Sponsored content landing page (custom page with sponsor-provided content) on LandscapeManagement.net
- » In-stream native ad on the LandscapeManagement.net homepage
- » 300x250 digital ad on LandscapeManagement.net (run of site)
- » In-stream native ad in LMDirect! email newsletter
- » Gold spotlight listing in LM Product Spotlight email newsletter
- » One tweet per week

In addition to the basic package, other media support elements can be bundled to meet your goals (examples include: content creation, custom email blasts, custom email newsletters, retargeting and more.)



White Paper

NEW

Hosting your white paper with *Landscape Management* leverages our site's content depth and SEO expertise to create a powerful marketing tool to educate the audience. Your white paper will be promoted to our audience using web, email newsletter, custom email blast and social media, and you'll generate leads by gating the information.



CONTENT MARKETING

Webinar

Webinars are a highly effective way to communicate educational information, build awareness of your company's technical expertise or showcase customer case studies. Sponsoring a webinar with *Landscape Management* provides an opportunity to establish your company as an industry thought-leader.



- » Registration hosted by *LM*
- » Dedicated moderator and webinar producer
- » Collaboration on content and presenter selection
- » Email invitations created and sent to selected target audience
- » One full-page, four-color ad in *LM* magazine
- » Pre- and post-webinar promotion
- » Email reminders and notifications sent to registrants
- » Contact information for all attendees and registrants
- » Link on *LM* website to on-demand version indefinitely

Live Event

NEW

Want to build passion and excitement for your brand? How about build brand equity? Be considered an industry thought-leader? *Landscape Management* can help you achieve these goals by connecting you with our audience live and in-person. We'll host while you present your engaging content. We provide a package of pre- and post-event marketing. We'll collaborate with you on topic, presenters, location, A/V needs, etc. Additionally, to extend your reach beyond those in attendance, we can provide live streaming via a streaming service, Facebook Live or Periscope. We'll even record the event so it can be shared with those who aren't able to attend in person.



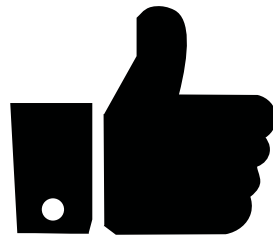
SOCIAL MEDIA

Grow your social network.

LM offers social media sponsored posts and advertising on our Facebook, Instagram and Twitter channels. These limited opportunities are custom developed in collaboration between LM and our advertising partners.

29,955**

SOCIAL MEDIA FOLLOWERS



FACEBOOK REACH

10,188*

followers on Facebook with an average reach of 68,626+ per month* and an engagement rate of 7.34%*

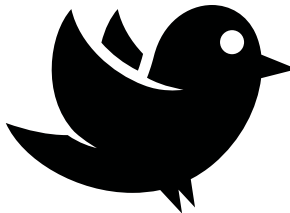


facebook.com/LandscapeManagement

twitter.com/LandscapeMgmt

linkedin.com/company/landscape-management-magazine/

instagram.com > @landscapemgmt



TWITTER REACH

16,119*

followers on Twitter with an average reach of 166,835+ per month* and a 2.49%* engagement rate



*Source: Facebook and Twitter Analytics December 31, 2017

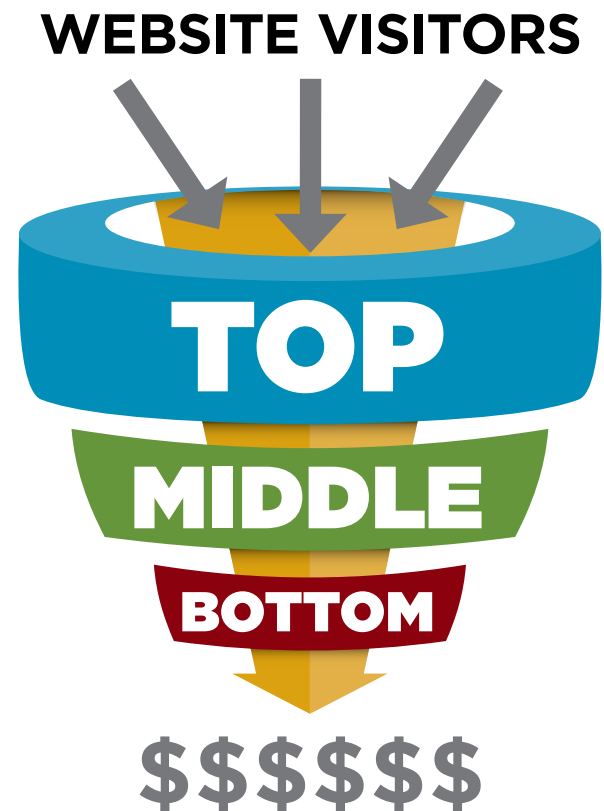
**Source: Publisher's own data December 31, 2017

DATA MARKETING

Lead Nurturing



Further qualify potential customers who have previously taken action or expressed interest in your product or service. Utilize scheduled follow-up marketing, such as email blasts, to bring interested parties further down the sales funnel and one step closer to purchase.



TOP OF THE FUNNEL:

Attract visitors

MIDDLE OF THE FUNNEL:

Offer content (white papers, webinars, demos, etc.)

BOTTOM OF THE FUNNEL:

Generate customers (free consultations, discounts/promotions, free trials, etc.)

Appended Data



Add demographics to your database from the most comprehensive database in the landscaping and lawn care industry. Our subscriber data is updated constantly through online engagement, reader inquiries and annual renewal efforts.



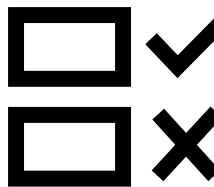
STEP 1

You provide a database of customer records you want to complete.



STEP 2

We'll run a comparison to determine how many names we can append.



STEP 3

We'll append data to the fields most important to you—job title, primary business, size, address, or phone.



STEP 4

You own the data. We'll return your list without retaining any information.

DATA MARKETING



Lead Qualification

NEW

During our audience requalification, we offer one advertiser exclusive rights to add up to three questions to our standard audience form. We'll target the market segments most important to your business. You'll receive the leads weekly. Each lead includes the answers to your questions, plus our standard form fields.



Research/Survey Opportunities

NEW

Want to learn more about the audience for your products and services? Need to test a new product concept or new advertising campaign? Whether via focus group, phone or online, *Landscape Management* has the audience and resources to help. We'll collaborate on the best methodology and questions for your study, field the research and analyze/ provide insights on the results

Brand Engagement Audience Report

NEW

Measure the exposure and engagement your brand receives via our print and digital platforms. We'll share metrics on paid and earned media featured by *Landscape Management*. Paid print and digital ads, news, published articles, press, video views, white papers and more will be included in the report.



INTEGRATED MEDIA PACKAGES NEW

Our audience consumes content through a wide variety of media (print, web, email newsletters, social media, face-to-face events, custom content, etc.).

Therefore, we recommend an integrated mix of media to make certain our audience finds your brand where they're consuming.

Increase your exposure with an integrated multimedia campaign

	PRINT ADVERTISEMENT (in print and digital editions)	LANDSCAPEMANAGEMENT.NET MEDIUM RECTANGLE (300X250)	LMDIRECT! EMAIL NEWSLETTER MEDIUM RECTANGLE(300X250)	LM PRODUCT SPOTLIGHT EMAIL NEWSLETTER STANDARD LISTING	LM "PRODUCT OF THE DAY" ON LANDSCAPEMANAGEMENT.NET	LM "PRODUCT OF THE DAY" ON TWITTER	CUSTOM EMAIL BLAST TO 5,000 LM THIRD PARTY LIST SUBSCRIBERS
DOMINANT PACKAGE 12 TIME 8 TIME 4 TIME							
COMPETITIVE PACKAGE 12 TIME 8 TIME 4 TIME							
PRESENT PACKAGE 12 TIME 8 TIME 4 TIME							

Contact your account representative for details, rates and information on these packages and our creative services.

LM GROWTH SUMMIT

NEW

Expanded 3-Track Event



LM GROWTH SUMMIT

LANDSCAPE MANAGEMENT

TURF+ ORNAMENTAL CARE | MOWING+LANDSCAPE MAINTENANCE | DESIGN/BUILD+ INSTALLATION

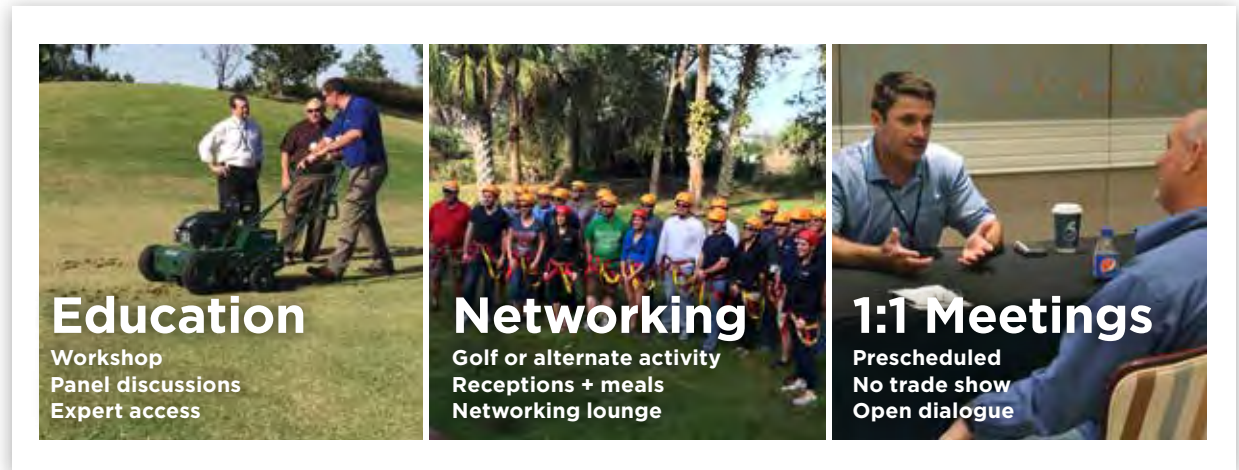
The *Landscape Management* Growth Summit is the industry’s premier—and only—event pairing top product/service vendors with pre-qualified industry professionals for two days of 1:1 meetings and relaxed professional networking.

Who: Decision-makers from pre-qualified landscape and lawn care companies with \$500,000-plus in annual revenue

What: Exclusive buyer/seller networking event hosted by *LM* in a relaxed environment to foster relationships

Attendee Insight: **“Thanks for a great event. We had some great discussions with the partners/ experts and also good networking with the other attendees!”**

—JOSH BARE, COO, ARBOR-NOMICS TURF



Education
Workshop
Panel discussions
Expert access

Networking
Golf or alternate activity
Receptions + meals
Networking lounge

1:1 Meetings
Prescheduled
No trade show
Open dialogue

Attendee Insight: “This event truly exceeded my expectations. I gained more from this event than any I have ever attended.”

— DAYNA WAGNER
GENERAL MANAGER, FIT TURF

What do you get as a partner?

- Two (2) meeting zones with signage for private one-on-one meetings
- 20 1:1 meetings
- Nearly three days of networking with highly qualified landscape professionals
- Two all-access partner badges including lodging, entertainment and meals
- Opportunity to recommend up to five qualified landscape professionals to invite
- Inclusion in all pre- and post-event promotion
- Post-event demographic and contact information



LMGROWTHSUMMIT.COM

* **ISSUE FOCUS** includes the cover story, columns, departments and a sponsored content opportunity focused on each month's specific topic.

			Profit Centers: Profit Centers: Features rotate among: Reader Case Study, General Feature, Product Trend Story, Visual Story			
Issue	Issue Focus NEW*		TURF + ORNAMENTAL CARE	MOWING + LANDSCAPE MAINTENANCE	DESIGN/BUILD + INSTALLATION	IRRIGATION + WATER MANAGEMENT
JANUARY	Ad close 12/6 Materials 12/13 Editorial 12/1	LM Growth Summit Coverage	Reader case study	Visual story: Mulching material options	Product trend story: Green roofs	General feature
FEBRUARY	Ad close 1/5 Materials 1/12 Editorial 12/30	Turf + Ornamental Care	General feature	Reader case study	Visual story: Safety tips	Product trend story: Controllers
MARCH	Ad close 2/6 Materials 2/13 Editorial 1/25	Labor	Product trend story: Spreader/Sprayers	General feature	Reader case study	Visual story: Soil types
APRIL	Ad close 3/7 Materials 3/14 Editorial 2/28	Efficiency	Visual story: Regulation update	Product trend story: Aftermarket products	General feature	Reader case study
MAY	Ad close 4/9 Materials 4/16 Editorial 3/28	Safety	Reader case study	Visual story: Trailer set-ups	Product trend story: Skid-steers	General feature
JUNE	Ad close 5/4 Materials 5/11 Editorial 4/25	LM150	General feature	Reader case study	Visual story: Vehicle set-ups	Product trend story: Sprayheads
JULY	Ad close 6/7 Materials 6/14 Editorial 5/29	Mowing + Landscape Maintenance	Product trend story: Fungicides	General feature	Reader case study	Visual story: Start-ups and shut-downs
AUGUST	Ad close 7/9 Materials 7/16 Editorial 6/29	Design/Build + Installation	Visual story: Notable insects	Product trend story: Mowers	General feature	Reader case study
SEPTEMBER	Ad close 8/1 Materials 8/8 Editorial 7/26	GIE+EXPO Pre-Show Issue	Reader case study	Visual story: Holiday lighting dos/don'ts	Product trend story: Plant trends	General feature
OCTOBER	Ad close 9/10 Materials 9/17 Editorial 9/11	Growth Business Planner '19	General feature	Reader case study	Visual story: Water features	Product trend story: Tools and accessories
NOVEMBER	Ad close 10/8 Materials 10/15 Editorial 10/2	Irrigation + Water Management GIE+EXPO Post-Show Coverage	Product trend story: Fertilizers	General feature	Reader case study	Visual story: IA Show Preview
DECEMBER	Ad close 11/1 Materials 11/8 Editorial 10/26	LM Industry Pulse	Visual story: Effective morning routines	Product trend story: Handheld equipment	General feature	Reader case study

* Talk to your account manager about these sponsored content opportunities!

Issue	Additional Advertising Opportunities + Incentives		* PR TIP: Submit 100 words + a high-res image by the editorial product submission deadlines!	* PR TIP: Consider putting us in contact with an end-user who can provide a testimonial about your product/service.	STEP BY STEP	* SPONSORED CONTENT OPPORTUNITY FOLLOWING COVER STORY
	PRODUCT FOCUS	RECOMMENDER				
JANUARY	Ad close 12/6 Materials 12/13 Editorial 12/1		Trucks; preemergent herbicides; walk-behind mowers; UTVs	Irrigation + Water Management: Mobile apps	Do a tree injection	LM Growth Summit Guide 100 words + image for event sponsors
FEBRUARY	Ad close 1/5 Materials 1/12 Editorial 12/30		String trimmers; fertilizers; design software; rotors	Turf + Ornamental Care: Grub control products	Evaluate a franchise	Turf + Ornamental Care Guide 100 words + image touting T+O products/services
MARCH	Ad close 2/6 Materials 2/13 Editorial 1/25	Signet AdStudy	Insecticides; spreader-sprayers; clean-up equipment (vacuums, blowers, etc.)	Mowing + Landscape Maintenance: Stand-on mowers	Calibrate a sprayer	Labor-Saving Guide 100 words + image about your labor-saving products/services
APRIL	Ad close 3/7 Materials 3/14 Editorial 2/28		Irrigation controllers; chainsaws, pole saws; lighting fixtures	Design/Build+ Installation: Bed edging	Install a green wall	Efficiency Guide 100 words + image sharing your time/labor-saving products/services
MAY	Ad close 4/9 Materials 4/16 Editorial 3/28	Snow + Ice Guide Supplement	Zero-turn mowers; skid-steers; postemergent herbicides; snow + ice products	Irrigation + Water Management: Rotors	Aerate properly	Safety Guide 100 words + image touting your products' safety features
JUNE	Ad close 5/4 Materials 5/11 Editorial 4/25		Hardscape products; aerators; biologicals/organics	Turf + Ornamental Care: Postemergent herbicides	Offer stump grinding	Growth Guide 100 words + image sharing how your products support readers in their growth
JULY	Ad close 6/7 Materials 6/14 Editorial 5/29		Mower attachments + accessories; mini excavators	Mowing + Landscape Maintenance: Backpack blowers	Do rejuvenation pruning	Mowing + Landscape Maintenance Guide 100 words + image touting M+LM products/services
AUGUST	Ad close 7/9 Materials 7/16 Editorial 6/29		Bed edging; turf seed; mower engines; snow + ice products; compact equipment	Design/Build+ Installation: Paver products	Properly mark utilities before digging	Design/Build+Installation Guide 100 words + image touting D/B+I products/services
SEPTEMBER	Ad close 8/1 Materials 8/8 Editorial 7/26	GIE+EXPO Official Outdoor Must-See Exhibits Guide	Trucks; holiday lighting; compact track loaders; snow products;	Irrigation + Water Management: Trenchers	Create an organic lawn program	GIE+EXPO Guide 100 words + image previewing what you're featuring at the GIE+EXPO show
OCTOBER	Ad close 9/10 Materials 9/17 Editorial 9/11	Early Order Program Guide	Water features, ponds, fountains; drip irrigation; spray rigs, reels, hoses	Turf + Ornamental Care: PGRs	Manage shady lawn areas	1/2-page profile about what you're exhibiting at GIE+EXPO
NOVEMBER	Ad close 10/8 Materials 10/15 Editorial 10/2		Irrigation Show products; handtools; backpack blowers; retaining wall systems	Mowing + Landscape Maintenance: Chainsaws	Build a fire pit	Irrigation+Water Management Guide 100 words + image touting I+WM products/services
DECEMBER	Ad close 11/1 Materials 11/8 Editorial 10/26		Snow + ice products; business software; battery-powered equipment	Design/Build+ Installation: Design Software	ID trees	2018 New Products Guide 100 words + image sharing your upcoming products/services

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